

I. Introduction

Dear Grant Recipient,

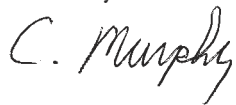
The California Office of Traffic Safety (OTS) has created the attached grantee media resource guide, *Fundamentals of Media Relations and Community Outreach*, to assist you in successfully promoting your local or statewide grant. From garnering widespread media coverage for your kick-off event to establishing long-term relationships with community-based organizations in your area, our goal is to provide you with the resources needed to impact positive change surrounding traffic safety issues.

Enclosed you will find strategies for developing news media interest in your grant programs, tips on what media relations techniques work best, and the “do’s and don’ts” of conducting successful media interviews. You will also find suggestions for developing a strong working relationship with ethnic media and how best to tap into the resources of community-based organizations in your region.

We ask that you please submit all media clips to Mike Marando, OTS Manager, Marketing and Communications at mmarando@ots.ca.gov, and your Regional Coordinator via email (preferred) or fax, (916) 262-2960, by 9 a.m. Please see Section III regarding specific media tracking guidelines. In addition, every new grant should have a kick-off news release. We’re here to help, so feel free to contact Mike for further assistance.

On behalf of OTS, I hope you find this information helpful. Should you have any questions or need support, please contact your coordinator.

Sincerely,



Christopher J. Murphy
Deputy Director